



# Hospitality Sales and Promotion (Professional Hospitality Guides)

*By Derek Taylor*



Download



Read Online

 Get Print Book

**Hospitality Sales and Promotion (Professional Hospitality Guides)** By Derek Taylor

'Hospitality Sales and Promotion' is the essential guide for every manager in the hospitality industry wanting to achieve maximum profits from their sales promotions.

Practical and down-to-earth, this guide discovers:

- \* who is your customer? market segments and groups
- \* how can you reach them effectively? the secrets of successful public relations
- \* new and traditional technologies; from direct mail to using the Internet to maximum advantage.

Derek Taylor has a wealth of experience in the hospitality industry and has worked with and advised numerous international corporate hospitality companies. Concrete and relevant case studies and examples from his experience are used to illustrate throughout the guide, from companies such as: Whitbread, Hilton International, Pizza Express and Stakis.



[Download Hospitality Sales and Promotion \(Professional Hosp ...pdf](#)



[Read Online Hospitality Sales and Promotion \(Professional Ho ...pdf](#)

# Hospitality Sales and Promotion (Professional Hospitality Guides)

*By Derek Taylor*

## **Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor**

'Hospitality Sales and Promotion' is the essential guide for every manager in the hospitality industry wanting to achieve maximum profits from their sales promotions.

Practical and down-to-earth, this guide discovers:

- \* who is your customer? market segments and groups
- \* how can you reach them effectively? the secrets of successful public relations
- \* new and traditional technologies; from direct mail to using the Internet to maximum advantage.

Derek Taylor has a wealth of experience in the hospitality industry and has worked with and advised numerous international corporate hospitality companies. Concrete and relevant case studies and examples from his experience are used to illustrate throughout the guide, from companies such as: Whitbread, Hilton International, Pizza Express and Stakis.

## **Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor Bibliography**

- Sales Rank: #1731801 in Books
- Brand: Brand: Routledge
- Published on: 2001-07-02
- Released on: 2001-05-25
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .76" w x 5.43" l, 1.10 pounds
- Binding: Paperback
- 336 pages

 [Download Hospitality Sales and Promotion \(Professional Hosp ...pdf](#)

 [Read Online Hospitality Sales and Promotion \(Professional Ho ...pdf](#)

## **Download and Read Free Online Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor**

---

### **Editorial Review**

#### **Review**

'Not every hotel will be able to hire Taylor in person, but this book is a good way of tapping into that knowledge at one remove. It's packed with practical, usable information and advice based firmly on more than 50 years' experience of sales in the hotel industry. From writing the marketing plan to selling face-to-face or on the phone, Taylor sets out the principles in a way that will be useful for students and for established operators. But as always, he illustrates the principles with a rich mixture of practical everyday examples. ...is an entertaining read, which general managers and sales specialists alike will be able to apply in their daily work. If you need a sales consultant in your briefcase, this could be the book for you.' - Hospitality, February 2002.

#### **From the Publisher**

Practical and down-to-earth, this guide discovers: \* who is your customer? market segments and groups \* how can you reach them effectively? the secrets of successful public relations \* new and traditional technologies; from direct mail to using the Internet to maximum advantage. Derek Taylor has a wealth of experience in the hospitality industry and has worked with and advised numerous international corporate hospitality companies. Concrete and relevant case studies and examples from his experience are used to illustrate throughout the guide, from companies such as: Whitbread, Hilton International, Pizza Express and Stakis.

#### **About the Author**

Hotel marketing consultant and Past President of HCIMA

### **Users Review**

#### **From reader reviews:**

##### **Eva Stanfield:**

What do you concentrate on book? It is just for students because they're still students or this for all people in the world, the actual best subject for that? Just simply you can be answered for that issue above. Every person has several personality and hobby for each and every other. Don't to be compelled someone or something that they don't desire do that. You must know how great in addition to important the book Hospitality Sales and Promotion (Professional Hospitality Guides). All type of book can you see on many resources. You can look for the internet solutions or other social media.

##### **Kristi Goins:**

Information is provisions for individuals to get better life, information today can get by anyone in everywhere. The information can be a information or any news even restricted. What people must be consider any time those information which is in the former life are hard to be find than now could be taking seriously which one would work to believe or which one the particular resource are convinced. If you receive the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All of those possibilities will not happen with you if you take Hospitality Sales and Promotion (Professional Hospitality Guides) as your daily resource information.

**Lillian Robbins:**

As we know that book is very important thing to add our know-how for everything. By a e-book we can know everything we wish. A book is a group of written, printed, illustrated as well as blank sheet. Every year had been exactly added. This e-book Hospitality Sales and Promotion (Professional Hospitality Guides) was filled in relation to science. Spend your time to add your knowledge about your technology competence. Some people has distinct feel when they reading the book. If you know how big benefit from a book, you can really feel enjoy to read a publication. In the modern era like today, many ways to get book which you wanted.

**Melvin Robinson:**

Reading a reserve make you to get more knowledge from the jawhorse. You can take knowledge and information coming from a book. Book is prepared or printed or highlighted from each source that will filled update of news. In this modern era like at this point, many ways to get information are available for you. From media social including newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your understanding by that book. Do you want to spend your spare time to open your book? Or just seeking the Hospitality Sales and Promotion (Professional Hospitality Guides) when you needed it?

**Download and Read Online Hospitality Sales and Promotion  
(Professional Hospitality Guides) By Derek Taylor  
#W84TCHQJV15**

## **Read Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor for online ebook**

Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor books to read online.

### **Online Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor ebook PDF download**

#### **Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor Doc**

**Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor Mobipocket**

**Hospitality Sales and Promotion (Professional Hospitality Guides) By Derek Taylor EPub**